

Message Text

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FOR FSI - J.T. SPROTT

E.O. 11652: N/A

TAGS: AFSI, PA

SUBJECT: OVERSEAS BUSINESS AND MARKETING SEMINAR, SAO PAULO

REF: STATE 176867

1. EMBASSY NOMINATES FSO-3 JOSEPH L. SMITH, CHIEF, ECONOMIC-COMMERCIAL SECTION, AND FSL-9 RAFAEL MARTI, COMMERCIAL SPECIALIST, TO ATTEND SEMINAR ON INTERNATIONAL BUSINESS AND MARKETING AT SAO PAULO.

2. SMITH, WHO HAS SOLID COMMERICAL EXPERIENCE AND HAS DONE GRADUATE WORK IN ECONOMICS AND INTERNATIONAL BUSINESS, COULD PROFIT MEASURABLY BY THIS TYPE OF SHORT COURSE IN MARKETING AND MARKET RESEARCH.

3. FSL MARTI HAS PARTICIPATED IN SEVERAL FSI CORRESPONDENCE COURSES AS WELL AS BUSINESS MANAGEMENT COURSES AT LOCAL UNIVERSITY. HE IS 15 YEAR VETERAN AS SENIOR COMMERCIAL SPECIALIST AT EMBASSY AND PROVIDES CONTINUITY IN EMBASSY'S COMMERCIAL SECTION.

4. ONGOING MAJOR HYDROELECTRIC PROJECTS (INCLUDING WORLD'S LARGEST HYDROELECTRIC DAM) ALONG WITH RAPID INDUSTRIAL DEVELOPMENT RELATED TO AND DERIVING FROM HYDROELECTRIC PROJECTS WILL CAUSE UNCLASSIFIED

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SIGNIFICANT INCREASE OVER NEXT SEVERAL YEARS IN

TRADE OPPORTUNITIES HERE FOR U.S. EXPORTS AND
RESULTING FOR INCREASED EXPERTISE IN MARKETING
AND TECHNIQUES OF SOLVING MARKETING PROBLEMS.
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